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Advertising Age

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Shops flipped as new Coke fizzles

SSC&B gains Classic brand

By NANCY GIGES

Coca-Cola USA, still trying to regain marketing equilibrium after its April reformulation fiasco, last week reformulated its plan to market new Coke and Coca-Cola Classic under the megabrand umbrella.

In a sweeping agency realignment involving six brands billing more than $80 million, the Atlanta-based company split the agency assignment for its two cola brands.

The troubled new flavor stays at Interpublic's McCann-Erickson, New York; the more popular Coca-Cola Classic moves to sister agency SSC&B.

As it made the move to separate the two products and their ad campaigns, Coca-Cola revealed another about-face concerning its leading cola soft drink. The megabrand approach that company executives were trumpeting a few weeks ago has been replaced by what Coca-Cola USA president Brian Dyson terms brand "linkage."

In shifting new and old Coke brands, Coca-Cola balanced out billings as well as creative resources by transferring Cherry Coke, with its $20 million budget, and Tab, estimated at $10 million, to McCann from SSC&B.

The move, which was being talked about last month (AA, Oct. 21), came as no surprise. But it came a few months earlier than expected.

Ever since Coca-Cola faced up to the mistake it made when it removed original Coke from the marketplace and brought it back under the Classic name, company executives have indicated publicly they were committed to a megabrand strategy.

Only several weeks ago, exec vp-corporate marketing director Ira Herbert said the company intended to create a "megabrand—one enormous brand flying its banner over several different soft-drink categories—focusing on the total share of the industry rather than any single segment."

Placing the sugar cola brands at two different shops changes all that, especially because there is not likely to be much coordination be-

(Continued on Page 100)

Coca-Cola's megabrand, hailed in this recent trade ad, is trying for a more potent agency mix.

Last Minute News

Merrill Lynch opens $40M account

NEW YORK—Merrill Lynch will invite several agencies to make presentations for its $40 million account. The review will include incumbent Young & Rubicam, which has handled the business since 1979. A decision is expected by Feb. 1.

Agency renamed Doyle Graf Mabley

NEW YORK—Doyle Graf Mabley is the new name of the $35 million-to-$40 million agency previously known as Henderson Friedlich Graf & Doyle. The name change reflects the recent addition of Tom Mabley as exec vp-creative director from senior vp-creative director at Lord, Geller, Federico, Einstein.

Kresser, Craig bags Arco, AM-PM business

LOS ANGELES—Atlantic Richfield Co. has named Kresser, Craig/DIK to handle what it says will be a $15 million account, which includes Arco gas stations, AM-PM minimarkets and MPG-Tuneup centers. Other finalists included Backer & Spielvogel; incumbent Foote, Cone & Belding; Keye/-Donna/Pearlstein, and Scali, McCabe, Sloves.

Wendy's brings award-winning 'Fashion' to tv

DUBLIN, O.—Wendy's International on Nov. 25 breaks its "Fashion show" spot on network tv. The commercial, directed by Joe Sedelmaier, has won a Clio and a Cannes Silver Lion but previously has aired only in two test markets. The spot features a Soviet fashion show in which the clothes remain the same, but the props (flashlight for evening wear, beachball for swimwear) change. Dancer Fitzgerald Sample, New York, handles Wendy's.

Parker writes off O&M from int'l business

LONDON—Parker Pen Co., Janesville, Wis., has fired Ogilvy & Mather from its $10 million writing instruments account in Australia, Europe and Japan. However, O&M, New York, has retained Parker's $1 million U.S.

(Continued on Page 8)

Ford puts $100M on table to power Taurus & Sable

By JESSE SNYDER and RAYMOND SERAFIN

DETROIT—Get ready for a $100 million ad blitz: Ford's got a Taurus for us, not to mention a Sable in the stable.

Ford Motor Co.'s biggest-ever marketing launch supports a $3 billion development investment in Ford Taurus-Mercury Sable.

"Get Ready," another Mercury "Big Chill" music commercial, is running, and two additional Sable spots begin airing Dec. 7 on the syndicated show "Deja View." Ford division, with 250,000 of the 400,000 first-year sales goal for Taurus-Sable breaks ads closer to the Dec. 26 introduction but will still dominate ad spending.

With a first-year sales goal comparable to Mustang, Fairmont and Escort, Ford is differentiating each division's version of the front-wheel-drive platform. Sable is positioned upscale of mainstream Taurus, with a divergent ad campaign.

Each division has a separate target audience. Ford division has "a new Taurus for us," in original music lyrics for its introductory commercial via J. Walter Thompson USA, Detroit. Ford is aiming at a more mass-market group that leans toward domestic cars. Taurus is an "American car with a shape and feel we've never seen before."

Mercury will target what it calls "achievers," affluent, trend-conscious, well educated buyers who need more room for their families than imports and other small cars provide, said Charles Riley, senior vp-group director for Lincoln-Mercury agency Young & Rubicam, Detroit.

Production problems delayed the Taurus-Sable introduction

(Continued on Page 98)

That special feeling

Retailers race for new ideas

By PAT SLOAN

NEW YORK—Always a trendy business, retailing is becoming even more so as new specialty stores spring up to capture the attention, imagination and pocketbooks of choosy consumers.

Among the current and about-to-occur "happenings" on the specialty scene:

- Coca-Cola Clothes this month takes the wraps off its Fizzazz stores here and in New Jersey, where shoppers will view a five-screen video display of clothes before descending to the lower level to walk through a "serving" line with a tray—cafeteria style—selecting clothes in the colors and sizes they want.
- On Manhattan's East side, Columbus, O.-based The Limited is opening a "super" specialty store housing Limited, Limited Express and Victoria's Secret stores under one roof, a concept that has flourished in Europe.
- Ciao Italia, brainchild of the former president

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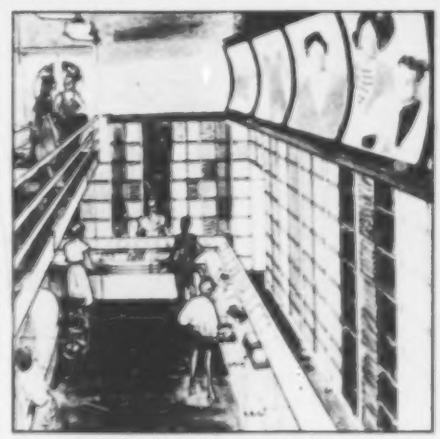

Specialty stores have developed innovative concepts, such as Coca-Cola Clothes' Fizzazz stores which feature a five-screen video display of fashions and a cafeteria-style serving line.

Crain Foundation announces grants

To mark the 100th anniversary of the birth of G.D. Crain Jr., founder of Crain Communications, the G.D. Crain Jr. Foundation has announced $25,000 grants to four universities and additional grants to the Advertising Council and the National Press Foundation. (Story on Page 26.)

NEWSREADER

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HIGHLIGHTS

Oh, so special 1
Retailing is becoming even more trendy as new specialty stores spring up. Among them: Coca-Cola Clothes debuts its Fizzazz stores; The Limited is opening a "super" specialty store; Ciao Italia readies its appearance as a "lifescapes" chain, and J. Bildner & Sons is running as a cross between a gourmet and convenience food store.

Get ready, 'cause here it comes 1
Ford Motor Co.'s biggest-ever marketing launch supports a $3 billion development investment in Ford Taurus-Mercury Sable. And that means there's a $100 million ad blitz ready to begin.

National tv ad market slides 3
The national tv advertising market is on the skids, and, for the first time publicly, CBS-TV admitted it was getting hurt by the slide. In a rare appearance before reporters and analysts, CBS executives blamed a sour advertising market on a dismal third-quarter performance—CBS' first quarterly earnings loss.

Net execs on endangered list 3
The tv networks' Who's Who list grew shorter last week as two top executives dropped out. With more personnel changes likely, especially at ABC, the list is expected to grow shorter still.

Electricity is in the air 4
Compact-disc players, stereo tvs and camcorders have cash-ready consumers eager to boost sales of electronics marketers this Christmas retail season, according to an informal Ad Age survey. Retailers' only problem appears to be getting—and keeping—the hot-selling items in stock.

Searle lusts for foreign affairs 6
Monsanto's G.D. Searle & Co. division is gearing up its NutraSweet group for an all-out offensive in international markets. Searle markets or expects to receive marketing approval soon for its NutraSweet aspartame sweetener in 30 to 40 nations.

Liberty's unhappy pursuit 12
The marketing program aimed at keeping Lady Liberty's torch lit has drawn fire from the news media. The Statue of Liberty-Ellis Island Foundation is being charged with commercialization and abandoning grass roots fund-raising in favor of corporate sponsorships.

Meaty, beaty, big & bouncy 28
Will young affluent people with educated palates pay a third more for fresh meat if they don't have to cook it? Bil Mar Foods and Kroger Co. are betting singles and working couples will.

The eyes have it 30
They're ugly. They're disgusting. They're really, really gross. They are Madballs, the new outdoor "playthings" American Greetings' Amtoy unit plans to introduce in January with a $3 million tv campaign.

A system for creativity? 46
Can advertising creativity be systematized? The answer is yes if you believe Joe Sacco, and no if you side with Gene Gramm.

Career changes 54
The magazine of "choices for today's teens" has made a few choices of its own, bringing in new top executives to introduce major changes. With its fall issue, *Careers* has undergone a complete revamp.

NEW PRODUCTS

New products get healthy 34
"Healthier" and "more exotic" appear to be the keys to success in new products in the food and beverage arena. The most innovative new products this year fall into one of these two categories, according to the Innovation Index new-product evaluation service of Initiatives Group.

INTERNATIONAL

Turkish delights 58
U.S.-based multinational ad agencies are rushing to establish first-time equity agreements with local shops in Turkey now that a pro-business government is welcoming foreign investments.

Dutch plan alcohol ad ban 59
The Dutch government wants to ban alcohol commercials from radio and tv as part of an all-out attack on excessive drinking. Government figures show the average Dutchman now consumes about three times as much alcohol as in 1960.

Marlboro man rides in Manila 70
Despite the U.S. government's support of President Ferdinand Marcos and subsequent attacks on U.S. policy, American products such as Marlboro cigarets, Coke and McDonald's hamburgers still are popular in the Philippines.

OTHER NEWS

General Mills has realigned its U.S. foods division to reemphasize its basic food businesses. Page 12.

A small Chicago company is just weeks away from beginning what it believes will be a major advance in the videocassette rental business: A network of computerized vending machines that will spit out prerecorded tapes to credit cardholders in 7-Eleven convenience stores. Page 24.

Grey Advertising, recognizing the success Young & Rubicam and other agencies have had with entertainment-advertising subsidiaries, has restructured two existing groups to create its own independent entry. Page 28.

If Sara Lee Corp. chairman John Bryan Jr. has any jitters about the fate of his company during the continuing series of food-industry megamergers, he kept them under wraps at the Chicago company's recent annual meeting. Page 36.

Polaroid Corp. has signed up for a promotional tie-in with Casey Kasem's upcoming American Video Awards show and is featuring Mr. Kasem in tv and radio spots and point-of-purchase materials promoting its own "funny pictures" contest. Page 74.

Holiday Inns has borrowed another tactic from the airline industry with a Supersaver-style room discount program it plans to expand nationally. Page 92.

Jos. E. Seagram & Sons is looking for an eyeball-to-eyeball meeting with federal regulators troubled by the distiller's equivalency campaign. Page 94.

CAMPAIGNS BREAKING

Domaine Chandon, Yountville, Cal., today breaks a seven-week tv campaign for its Chandon Napa Valley Brut sparkling wine in Los Angeles, Miami, New York and San Francisco. The 30-second spots are Domaine Chandon's first use of tv. Tatham-Laird & Kudner, San Francisco, handles (AA, Oct. 3).

COMING THURSDAY

Gordon Bowen is a firm follower of the "everything is wonderful" faith. The advertising industry is wonderful. New York City, where he now lives, is wonderful. Salt Lake City, where he used to live, is wonderful. His new job, as executive creative director of Ogilvy & Mather Partners, is wonderful. His old agency, Bonneville Media Communications, is wonderful. The group of Bonneville writers he brought with him to New York is wonderful. And if asked, he would no doubt eagerly point out that Mormonism, his adopted religion, is also wonderful.

Special Report examines what's in store for media in 1986, including a softening of media price increases and changes in buying patterns.

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PSA flies ads back to Della Femina

San Diego—Pacific Southwest Airlines completed a five-year, round-trip journey last week when it landed its $12 million account at Della Femina, Travisano & Partners, Los Angeles.

Della Femina, which handled the carrier's account in 1979 and 1980, replaces DYR, Los Angeles.

The new billings, coupled with its recent award of the equally large Carl's Jr. business (AA, July 15), pushes the agency's West Coast office past the $100 million mark.

PSA vp-marketing Bill Roy implied that the decision to hire Della Femina reflects the airline's desire to upgrade the creative quality of its ads, which it feels declined under DYR's direction. PSA recently dropped its DYR-developed slogan—"We've got to be tough to

(Continued on Page 102)

Agencies' Olympian profits skid

By STEWART ALTER

Still struggling out from the shadow of last year's Olympics spending, seven of the nine U.S.-based publicly owned ad agencies reported drops in net income during the third quarter.

Continued revenue growth, however, represented an encouraging footnote.

The only two U.S. public shops to report third-quarter increases in net income were New York-based Ogilvy Group (up 7.1%) and Interpublic Group of Cos. (up 4.9%).

"The third quarter looked weird and crummy in certain respects," said Charles Crane, an analyst at Oppenheimer &

(Continued on Page 100)

West Coast news

N.Y. shop infused by Muse

J. Melvin Muse & Co., Santa Ana, Cal., an agency specializing in black and Hispanic marketing, is merging with Mingo-Jones, New York, the U.S.' second-largest black-owned agency. It will be renamed Mingo-Jones Muse. With the move, Mingo-Jones becomes the first black agency to have offices on both coasts. Muse, with roughly $3.5 million in billings, was founded 18 months ago. Mingo-Jones is a $25 million agency whose accounts include

(Continued on Page 102)

Cigaret sales smolder below 600 billion

By JOHN C. MAXWELL JR.

We expect 1985 cigaret industry volume to total about 597.5 billion units. That projection is based on the assumption that the industry again will have a yearend price increase.

We believe the numbers will be in the area of 590 billion-plus if there is no yearend price increase. This would compare with 600 billion in 1984—down 0.5% if the higher number occurs or a decline of 1.7% if lower.

Retail consumer sales are running about 1% below last year's level.

The difference between the two percentages is caused by excess trade inventory buildup.

The most dynamic segment of the market in 1985 is the price-value category.

It consists of: "No frills" and store brands from Liggett & Myers Tobacco Co., Durham, N.C., and Brown & Williamson Tobacco Corp., Louisville; the generic-price brands, such as Doral from R.J. Reynolds Tobacco Co., Winston-Salem, N.C.; the midprice brands, such as Liggett's Stride, and the price-value 25s—Reynolds' Century, B&W's Richland and New York-based Philip Morris Inc.'s Players Lights 25s, the latter currently in test market.

Shares of cigaret market

	Full Priced	Price Value	Total Mkt.(85)	Total Mkt.(84)	Change
Philip Morris	38.5	—	35.7	35.3	+0.4
R.J. Reynolds	32.5	24.9	32.0	31.6	+0.4
Brown & Williamson	10.6	26.4	11.8	11.3	+0.5
Lorillard	8.8	—	8.1	8.2	−0.1
American Brands	8.0	—	7.4	7.9	−0.5
Liggett	1.6	48.7	5.0	5.7	−0.7
Total	100.0	100.0	100.0	100.0	—
Market Share	92.8	100.0	7.2	100.0	—

For the full year, the discount brands had a 7.2% share compared with 5.5% in 1984. Nevertheless, the growth rate was below that of previous years.

This was not unexpected, because retail cigaret price hikes also have slowed down.

It's worth looking at each company's share of the full-price and the price-value segment. Notice that while Philip Morris has a 35.7% share of the total market, it has a 38.5% share of the full-price segment and currently doesn't have a national price-value entry.

By contrast, B&W and Liggett have greater price-value penetration. Full-price brands are far more profitable, though.

In general, 1985 saw little change in leading brands' market shares. The two exceptions were PM's Marlboro and New York-based Lorillard's Newport, which have the strongest franchises among younger smokers.

Marlboro, the No. 1 brand, improved its market share to 22.3%, up 0.7 share point over last year. It was helped by the national distribution of Marlboro 25s, now with the highest sales in this category.

Newport hit a new high of 3.4%, ahead of last year by 0.4 point.

PM's Virginia Slims also showed continued progress, aided by the fourth-quarter launch of its 120s line extension. Only modest shifts took place for most of the other major brands, including Reynolds' Camel, Salem, Vantage and Winston; B&W's Kool; PM's Benson & Hedges and Merit, and New York-based American Brands' Carlton.

PM's 35.7% total market share is a record. Reynolds and B&W also enjoyed share gains for the year. American Brands, Liggett and Lorillard suffered small declines.

Cigaret's top ten

Preliminary year-end figures show that while the leading brands either dipped or remained flat, No. 1 Marlboro continued its upward surge. *Source: John C. Maxwell Jr.*

Company / Brand	Units 1984	Units 1985	Per cent 1984	Per cent 1985
Philip Morris				
Marlboro	125.40	133.15	21.1	22.3
Benson & Hedges	28.80	27.98	4.8	4.7
Merit	24.35	24.45	4.1	4.1
Total	178.55	185.58	30.0	31.1
R.J. Reynolds				
Winston	71.04	68.84	12.0	11.5
Salem	48.39	48.30	8.1	8.1
Camel	26.84	26.09	4.5	4.3
Vantage	20.98	20.08	3.5	3.4
Total	167.25	163.31	28.1	27.3
Brown & Williamson				
Kool	41.69	39.79	7.0	6.7
American Brands				
Pall Mall	22.45	20.81	3.8	3.5
Lorillard				
Newport	18.12	20.57	3.0	3.4
Grand Total	433.20	430.06	71.9	72.0

Mr. Maxwell is an analyst with Furman Selz Mager Dietz & Birney, New York.

Syndicast puts emphasis on specials

By JAMES P. FORKAN

NEW YORK—Syndicast Services, one of the nation's oldest barter syndicators, is looking to 1986 and 1987 with a roster that's heavy on specials and light on series.

The reasons are simple enough. Leonard Koch, Syndicast president, said the tv business in general is experiencing one of the slowest fourth quarters in memory. Given the tough economic climate and the fact that most new syndicated series fail, "it's in our best interests to emphasize specials," he said. Hit series such as King World's "Wheel of Fortune" are "very lucky things."

Although Syndicast's lineup is 80% specials, Mr. Koch said most are "continuing specials," events with one or more prior telecasts and with a following among viewers, stations and sponsors.

Taking note of lavish displays planned for the National Assn. of Television Program Executives convention in January by Walt Disney Domestic Television, King World, LBS Communications and other syndicators, Mr. Koch said his company will avoid flashy presentations because "it cuts into the bottom line."

Syndicast began 17 years ago as the CPM Programs subsidiary of Norman, Craig & Kummel, at a time when barter was looked down upon.

It lacks the deep pockets of a Grey Advertising (LBS Communications' parent), Lorimar Inc. (which just joined forces with Telepictures Corp.) or the several companies backing TeleRep's Operation Prime Time, he said. Thus, Syndicast pays close attention to syndication history and the economics of the business.

A look at the initial Nielsen ratings for this fall's first-run syndication crop would seem to support Mr. Koch's cautious approach to syndicated series.

Even such costly series as Paramount's "America" and the LBS Communications/Tribune Entertainment/Columbia Pictures TV "Inday" co-venture, each with production budgets well into eight digits, have been faring poorly. (Tribune Broadcasting, Chicago, already has cut the Inday daytime programing block in half by axing two of the four half-hour series, while "America" is undergoing on-air changes.)

Still, it is very difficult to make money on specials alone.

A two-hour bartered special can cost upward of $250,000 to produce, but can generate about $500,000—before expenses, commissions, promotion, make-goods and the like.

Perhaps with that in mind, Mr. Koch indicated that some of Syndicast's future specials have series potential.

The most imminent is "1985 R&B Countdown," produced by Bob Banner Associates for a Dec. 31 to Jan. 31 tv "window." That two-hour special, featuring singers Kool & the Gang and Whitney Houston as hosts and offering videos of the year's top 30 rhythm & blues hits (including USA for Africa's "We Are the World"), will in effect be a series pilot, Mr. Koch said.

In addition, Syndicast (which is handling sponsor sales for several music series from On The Air, including "TV 2000" and "Lovesongs") is scrutinizing the series prospects for seven other projects of its own, for late-night, weekend sports time and children's and adult daytime slots. Mr. Koch said the sports show is a new version of "Sports Challenge," one of the first series Syndicast bartered (as CPM, for Colgate-Palmolive). A daytime series also is possible, he said, despite Syndicast's two failed tries at mounting a game-show block as an alternative to the Big 3 networks' soap operas.

For children, two animated projects are being considered for Monday-through-Friday stripping for fall '86, he said. (Already, Telepictures is selling "Silver Hawks" and three partners are pitching "Galaxy Rangers," both for fall '86, while LBS Communications is promoting "Kideo TV" as a cartoon series bloc for spring '86.)

Syndicast has just renewed "Terrahawks," a science-fiction children's series featuring puppets rather than animation, for 1986-87. It plans to take "Kidsworld," the 10-year-old Behrens Co.-produced live-action series, from a weekly show to a daily strip next season. Coleco Industries, the weekly's major sponsor, has first rights on this strip, Mr. Koch noted. A "Raccoons" cartoon series is yet another contender for fall '86, using 11 episodes that have run on the Disney Channel; there also are two previously done specials, "The Christmas Raccoons," sold mainly to Coleco and Tonka Corp., for next month, and "Raccoons on Ice," due in the '86 first quarter.

Other specials due within the first two quarters of '86 include the "1986 Golden Globe Awards," a two-hour show to air live on the West Coast (a first) on Jan. 24 and go tape-delayed to scores of other markets the next evening; "Lou Rawls Presents the Third Annual Black Gold Awards," due in March as a two-hour Dick Clark-produced event, renewed by Anheuser-Busch; "Where Do We Go from Here?" starring Shirley MacLaine; "Perry Como's Easter Special," and three half-hour specials picked up by the CBS-owned outlets, "Countdown to the Super Bowl" in January, "A Look at Grammy" in February and "A Look at the Academy Awards" in March. The "1986 Mrs. America Pageant" is due live in August.

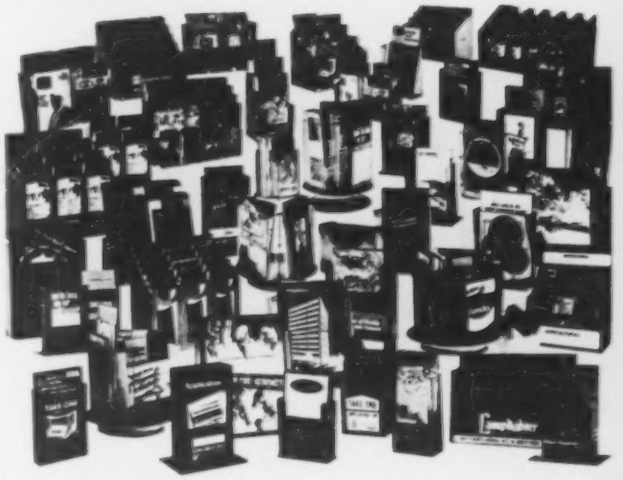
Among Syndicast's offnet shows, "The Woman Who Willed a Miracle," an ex-ABC "Afterschool Special" drama hour due for March/April, has inspired so much station interest that Mr. Koch now is trying to find more "heartwarming dramas" to form a monthly afterschool package, starting as soon as summer, 1986.

Other offnet fare includes "Return to Iwo Jima" and "The Unknown Soldier," two ex-Public Broadcasting Service documentaries due around Memorial Day '86 as a two-hour back-to-back special, and "The Demon Murder Case," a tv movie slated for next Halloween.

Two offnet Elvis Presley specials also are in the 1986-87 package: "Aloha from Hawaii," (ex-NBC), due in January on more than 160 stations, and "One Night with You," newly added for January '87. The latter is a Home Box Office hour including outtakes from a 1968 NBC special. Both shows are being sold on a cash/barter basis for three plays across two years; the first play will be barter, the others cash.

Offnet series are another story. The more popular ones command such high prices that only the well-heeled can acquire the syndie rights, sources said, pointing to Telepictures being unable, at $80 million, to outbid Columbia Pictures TV on "Hardcastle & McCormick" and "Riptide." As for the short-lived series, Mr. Koch said those "simply don't have the legs to gamble on in syndication" and their quick axings have tarred them with a negative image among stations, sponsors and even viewers.

CHANCES ARE WE HAVE A BEEMAK MOLDED DISPLAY OR HOLDER IN STOCK THAT FITS YOUR NEEDS. IF NOT WE'LL MAKE YOU ONE THAT WILL!



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Consumer Magazine Ad Linage

Advertising pages for U.S., Canadian and foreign consumer publications

November

	Current month 1985	Current month 1984	Year-to-date 1985	Year-to-date 1984
— Art & antiques —				
American Artist	102.3	114.9	844.7	853.3
Antiques	168.5	193.3	1,616.1	1,659.0
Art in America	—	—	—	—
Southwest Art	90.3	88.3	938.7	974.2
Total Group	**361.1**	**396.5**	**3,399.5**	**3,486.5**
% change		**– 8.9%**		**– 2.5%**
— Auto/cycle/rec. vehicles —				
Autoweek (52X)	—	—	—	—
Car & Driver	101.8	92.3	1,119.8	1,015.7
Car Collector & Car Classics	14.6	23.7	202.0	218.2
Car Craft	84.9	66.1	838.7	792.7
Circle Track	53.8	44.7	581.0	516.4
Cycle	42.0	41.9	558.1	494.0
Cycle Guide (11X)	30.3	33.1	430.1	426.6
Cycle World	—	—	—	—
Dirt Rider	47.0	35.8	359.1	296.2
Dune Buggies & Hot VWs	96.6	67.8	1,035.3	873.0
Family Motor Coaching	137.1	139.5	1,602.4	1,596.4
4 Wheel & Off-Road	110.5	79.0	887.2	802.9
Four Wheeler	95.3	95.0	965.6	889.3
Hot Rod	63.8	48.9	666.6	671.9
Motorcyclist	23.5	25.3	410.3	388.7
Motor Trend	99.3	80.3	850.9	719.6
Motorhome Life	82.3	94.6	1,042.1	997.4
Rider	37.9	30.6	579.4	609.6
Road & Track	128.9	123.5	1,125.8	1,139.5
3 Wheeling	78.6	38.9	671.1	352.3
Trailer Life	108.8	134.9	1,326.8	1,375.0
Total Group	**1,437.0**	**1,295.9**	**15,252.3**	**14,175.4**
% change		**+ 10.9%**		**+ 7.6%**
— Boating & yachting —				
Boating	106.2	120.6	1,469.7	1,499.5
Chesapeake Bay	33.0	26.3	389.9	321.1
Cruising World	99.9	105.4	1,542.8	1,647.6
Lakeland Boating (10X)	54.0	53.5	645.0	596.8
Motor Boating & Sailing	140.3	142.1	1,813.3	1,758.3
Sail	94.1	120.6	1,420.2	1,544.0
Sea	24.9	46.7	493.9	631.7
Small Boat Journal	—	—	239.9	215.1
Trailer Boats	24.4	24.2	370.0	356.8
Western Boatman	33.1	20.3	266.9	141.5
Yachting	139.9	162.4	1,787.8	1,917.1
Total Group	**749.8**	**822.1**	**10,433.4**	**10,629.5**
% change		**– 8.8%**		**– 1.8%**
— Canadian —				
L'Actualite	131.3	113.0	763.2	764.9
Chatelaine				
English Edition A	148.8	140.3	1,044.7	1,104.6
French Edition A	141.0	124.9	855.4	949.1
City and Country Home	62.3	61.0	385.8	357.8
City Woman (5X)	—	—	—	—
Equinox (6X)	—	—	—	—
Financial Post A	66.1	62.3	386.2	493.5
Flare A	92.8	79.4	771.5	627.5
Macleans (52X) A	185.5	185.4	1,387.2	1,418.3
Montreal Calendar	—	—	—	—
Montreal Ce Mois Ci	—	—	—	—
Reader's Digest				
Canadian-English A	101.6	99.7	702.9	792.2
Canadian-French A	70.5	96.8	567.6	710.1
Toronto Life	123.5	146.2	944.8	1,062.2
Vancouver	—	—	—	—
Total Group	**1,123.4**	**1,109.0**	**7,809.3**	**8,280.2**
% change		**+ 1.3%**		**– 5.7%**
— Civic/fraternal —				
American Legion	25.1	19.4	285.7	258.9
Elks (10X)	20.5	24.0	194.2	227.3
Kiwanis	20.7	15.4	172.8	138.5
Lion (10X)	4.3	3.7	56.3	61.5
Rotarian	11.6	10.6	122.9	130.0
V.F.W. (11X)	27.6	22.8	311.8	289.6
Total Group	**109.8**	**95.9**	**1,143.7**	**1,105.8**
% change		**+ 14.5%**		**+ 3.4%**
— Comics —				
DC Comics	6.5	6.0	76.0	81.0
Marvel Comics Group	8.0	9.5	81.5	92.5
Total Group	**14.5**	**15.5**	**157.5**	**173.5**
% change		**– 6.5%**		**– 9.2%**
— General —				
American Health (10X)	87.5	45.5	503.9	373.3
American West (6X)	47.3	32.3	224.0	151.6
The Atlantic A	73.3	79.1	523.4	519.9
Audubon Magazine (6X)	—	—	—	—
Bon Appetit A	—	—	—	—
Changing Times	53.2	39.9	448.8	485.2
Connoisseur	129.1	105.1	751.0	627.6
Consumers Digest (8X)	35.5	13.6	199.6	102.6
Ebony	195.3	97.2	1,105.0	1,003.5
Fifty Plus	37.4	45.3	368.1	394.1
Food & Wine	81.2	80.7	552.8	447.2
Games	23.6	24.5	194.9	228.0
Gourmet	158.6	125.6	1,021.3	878.4
Home Entertainment	—	—	—	—
Harper's Magazine A	25.2	16.7	279.9	256.9
Life	81.9	104.3	704.3	678.2
Modern Maturity	44.7	56.0	229.7	215.7
Money	170.1	188.8	1,333.0	1,369.2
Moneysworth (4X)	—	—	51.4	53.8
Mother Earth News (6X)	38.4	37.9	268.4	301.0
Mother Jones (10X)	19.3	15.8	151.4	148.5
National Geographic	—	—	—	—
Natural History	54.2	50.2	470.9	470.2
Prevention	61.4	69.7	662.5	754.1
Psychology Today	37.4	42.5	285.5	293.3
Reader's Digest A	99.7	113.7	872.8	876.9
Saturday Evening Post (9X)	35.4	38.3	293.6	304.6
Signature	87.2	86.8	623.4	632.1
Smithsonian	119.2	118.3	1,001.6	923.5
Success B	34.2	37.7	341.2	377.8
Sylvia Porter's Personal Finance (6X)	—	—	—	—
Town & Country	284.4	272.0	1,587.5	1,696.0
Travel-Holiday	35.1	32.1	483.5	466.8
Travel & Leisure	146.4	150.6	1,168.5	1,203.0
Vanity Fair	46.1	37.4	376.4	285.6
Writer's Digest	19.2	26.9	261.6	268.4
Yankee	118.1	102.5	895.6	903.4
Total Group	**2,476.6**	**2,287.0**	**18,235.5**	**17,690.4**
% change		**+ 7.3%**		**+ 3.5%**
— Home —				
Americana (6X)	27.1	33.0	210.0	226.0
Architectural Digest A	—	—	—	—
Better Homes & Gardens	138.8	159.9	1,221.8	1,336.8
Colonial Homes (6X)	53.5	74.4	371.0	413.7
Country Home	31.7	29.3	195.4	129.8
Country Journal	—	—	—	—
Country Living	88.5	76.4	776.8	727.7
Dallas/Ft. Worth Home & Garden	121.9	79.6	920.9	817.9
Family Handyman (10X) A	54.3	56.8	613.0	703.5
Flower & Garden (6X)	—	—	205.4	183.6
Home	—	—	—	—
The Homeowner (10X)	23.4	24.1	265.5	236.1
Horticulture	41.5	48.5	400.0	326.0
House Beautiful	—	—	—	—
House & Garden	129.2	127.7	1,067.8	1,004.0
Houston Home/Garden	103.2	103.0	1,078.0	1,145.0
Metropolitan Home	76.2	86.5	715.2	793.1
New Shelter (9X)	46.5	50.3	498.3	447.0
1,001 Home Ideas	60.4	51.3	558.5	474.6
Organic Gardening	41.3	46.5	599.1	676.2
Phoenix Home/Garden	84.7	78.5	744.1	627.0
Rx Being Well	32.0	22.0	183.0	120.0
San Diego Home/Garden	74.3	73.7	847.7	799.0
South Florida Home/Garden	33.3	28.2	414.3	—
Southern Accents (6X)	95.0	101.9	519.9	477.9
Southern Living	201.3	184.7	1,502.7	1,500.6
Sunset Magazine A	192.0	185.8	1,619.9	1,551.3
Texas Homes	76.8	88.2	877.9	884.8
Workbench (6X)	56.0	64.4	320.7	360.8
Total Group	**1,826.9**	**1810.36**	**16,706.2**	**15,601.6**
% change		**+ 0.9%**		**+ 7.1%**
— In-flight & other passenger —				
Aboard Group (7) (6X)	28.5	—	126.0	75.4
Alaska Airlines	55.0	52.4	548.1	574.1
American Way (26X)	143.6	118.6	1,321.1	1,118.1
East/West Network				
Eastern Review	106.3	127.2	1,056.7	1,272.8
Northwest Orient	50.0	42.5	470.3	369.1
Ozark	45.5	47.5	471.0	498.7
PSA Magazine	118.8	109.2	946.8	1,129.9
Pan Am Clipper	60.8	70.5	652.2	685.7
Republic Scene	53.7	60.8	528.1	650.5
Spirit	109.2	115.0	1,070.0	1,074.8
United	117.2	130.2	1,051.9	1,269.7
Western's World	68.7	79.2	616.1	743.3
Halsey Publications				
Air Cal	45.3	72.0	540.4	578.5
Delta Sky	86.7	85.1	819.1	837.8
Skylite	19.7	26.2	228.1	228.2
USair	43.0	58.8	575.2	665.3
Hawaii (6X)	20.8	22.3	234.4	216.4
Pace	71.0	86.8	777.6	655.9
TWA Ambassador	64.2	74.3	620.1	659.1
Spirit of Aloha (6X)	20.3	23.8	234.6	221.2
Total Group	**1,328.3**	**1402.41**	**12,887.8**	**13,524.5**
% change		**– 5.3%**		**– 4.7%**
— Men's —				
Esquire A	—	—	—	—
Firehouse Magazine (13X)	55.5	53.6	544.2	554.4
Gentlemen's Quarterly A	—	—	—	—
M Magazine	64.5	70.3	608.2	709.3
Penthouse A	35.7	62.0	435.3	559.0
Playboy A	66.8	80.9	790.6	794.2
Total Group	**222.5**	**266.8**	**2,378.3**	**2,616.9**
% change		**– 16.6%**		**– 9.1%**
— Metropolitan —				
Aloha (6X)	38.7	39.8	204.2	186.7
Atlanta	80.8	75.4	610.1	659.4
Baltimore	106.4	85.6	903.1	705.5
Boston	204.5	201.5	1,733.3	1,610.2
California	79.0	103.2	761.2	748.1
Charlotte (10X)	—	—	—	—
Chicago	214.8	207.3	1,548.6	1,580.5
Chicago's North Shore	99.3	106.7	890.6	951.5
Cincinnati	103.9	92.4	685.1	606.5
Cleveland	102.2	86.0	899.6	850.9
Coast (38X)	69.5	75.1	2,959.9	2,833.0
Columbus Monthly	108.2	64.2	810.6	761.4
Commonwealth	—	—	—	—
Connecticut	118.8	94.6	1,015.0	915.3
Country Magazine	42.5	44.9	517.0	459.8
D/Magazine, Dallas/Ft Worth	189.9	203.4	1,501.3	1,473.5
Denver	39.8	41.2	377.0	319.9
Grand Rapids	42.3	65.3	1,558.1	588.8
Gulfshore Life (10X)	65.7	44.7	547.8	585.6
Honolulu	112.6	116.2	710.9	722.2
Houston City	101.2	97.9	786.1	938.4
Indianapolis	—	—	—	—
Kansas City	—	—	—	—
Los Angeles	225.2	232.0	1,982.9	2,252.0
Louisiana Life (6X)	75.4	103.2	352.9	470.2
Madison	55.0	48.0	667.6	504.2
Metropolitan Detroit	79.0	75.1	802.5	623.6
Miami Mensual	56.5	56.5	465.6	448.6
Miami/South Florida	136.3	148.0	1,024.3	985.2
Milwaukee	103.6	65.0	750.3	504.5
Minneapolis/St. Paul	177.0	125.9	1,131.1	1,054.4
Monthly Detroit	185.6	100.9	797.8	751.9
Nashville	51.0	39.0	442.0	408.0
New England Monthly	74.5	19.3	383.4	106.1
New Jersey Monthly	76.9	66.4	688.5	610.0
New Mexico	48.3	52.0	412.0	444.0
Ohio	64.3	51.8	753.5	691.8
Oregon	34.5	28.5	366.3	281.3
Orlando	96.7	83.7	1,087.9	928.5
Palm Beach Life	89.7	85.7	768.3	780.4
Palm Springs Life	102.7	115.3	1,261.8	1,348.2
Philadelphia	183.3	156.4	1,544.0	1,455.7
Phoenix	103.6	106.3	1,074.6	995.5
Pittsburgh	—	—	—	—
St. Louis	—	—	—	—
San Diego	164.0	184.9	1,705.3	1,669.3
San Francisco	—	—	—	—
San Francisco Focus	123.8	1,020.6	119.3	722.5
Texas Monthly	196.2	196.2	1,442.8	1,500.4
Twin Cities	—	—	—	—
Ultra	110.9	114.4	831.7	931.5
The Virginian	54.0	46.5	331.0	230.3
Washington Dosier (11X)	72.2	66.7	603.5	586.6
The Washingtonian	212.6	187.0	1,784.9	1,672.6
Total Group	**4,872.9**	**4,519.4**	**43,466.6**	**40,413.5**
% change		**+ 7.8%**		**+ 7.6%**
— Movie/romance/radio/tv —				
Macfadden's Women's Group				
Modern Romances	17.3	19.4	212.6	260.2
Secrets	17.3	19.4	212.6	260.2
True Confessions	17.3	19.4	212.6	260.2
True Experience	17.3	19.4	212.6	260.2
True Love	17.3	19.4	212.6	260.2
True Romance	17.3	19.4	212.6	260.2
Sterling Women's Group				
Daytime TV	25.5	28.5	308.5	309.5
Modern Screen	—	—	73.8	101.5
Movie Mirror (6X)	—	—	87.0	102.5
Soap Opera Stars	—	—	93.6	106.8
TV Movie Screen (6X)	—	—	35.3	19.0
TV Picture Life (6X)	—	—	33.0	92.0
Total Group	**129.3**	**144.9**	**1,906.8**	**2,292.5**
% change		**– 10.8%**		**– 16.8%**
— Music/entertainment —				
American Film (10X)	28.5	31.0	236.6	240.5
Audio	70.6	85.2	977.6	872.4
Circus Magazine	55.0	51.6	549.6	422.0
Dance Magazine	52.5	53.7	597.5	654.9
Musician	65.3	61.3	651.6	660.2
Playbill	64.7	87.6	550.8	649.8
Record	31.1	31.8	244.2	268.1
Stereo Review	76.3	59.0	566.0	511.7
Video Magazine	85.3	92.0	824.2	769.9
Video Review	75.1	76.7	663.9	603.9
Total Group	**604.4**	**629.9**	**5,862.0**	**5,653.4**
% change		**– 4.0%**		**+ 3.7%**
— National Sunday magazines —				
Parade (52X)	58.8	60.2	596.2	589.2
USA Weekend	82.6	63.2	617.0	639.3
Total Group	**141.4**	**123.4**	**1,213.2**	**1,228.5**
% change		**+ 14.6%**		**– 1.2%**
— Outdoor & sport —				
Alaska	48.0	46.1	523.2	461.8
The American Handgunner (6X)	48.0	45.0	221.0	225.0
American Hunter	23.9	24.7	229.6	229.8
American Rifleman	26.6	31.1	295.1	326.6
Backpacker (6X)	32.3	44.2	200.9	257.2
Bass Master (9X) A	43.2	64.9	464.7	449.4
Bicycling (9X)	62.6	81.8	819.2	939.7
Ducks Unlimited	51.0	38.8	210.0	213.7
Equus	66.3	68.4	666.3	672.1
Field & Stream	95.7	102.5	977.6	950.0
Fins & Feathers A	26.5	30.6	—	470.9
Fishing World	15.6	18.2	201.5	221.6
Florida Sportsman	84.7	69.0	1,060.7	916.1
Flying	42.1	68.3	506.4	535.2
Fur-Fish-Game	33.1	28.3	239.7	265.1
Golf Digest	68.4	63.5	984.6	988.5
Golf Magazine	49.8	56.8	685.1	762.4

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. C. Combined unduplicated regional ads.
* All affiliated with Sunday Mag/Net. except Los Angeles Times Home Magazine and New York Times Magazine.

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November

	Current month 1985	1984	Year-to-date 1985	1984
Guns	37.0	30.0	277.0	288.0
Guns & Ammo	60.3	59.4	513.1	550.8
In-Fisherman (6X)	41.0	48.0	471.0	488.0
Muscle & Fitness	—	—	—	—
Outdoor Life	69.5	80.1	784.6	857.5
Outside Magazine	56.3	48.0	466.1	419.2
Petersen's Hunting	72.1	55.8	529.6	490.6
The Runner	45.0	71.5	401.5	579.3
Runner's World (13X)	26.3	40.1	420.5	581.8
Salt Water Sportsman	—	—	—	—
Shooting Times	37.6	41.3	392.4	427.9
Sierra (6X)	41.9	35.0	226.5	215.2
Ski (8X) A	174.6	207.3	653.9	731.0
Skiing (7X)	202.6	208.4	789.1	777.1
Skin Diver	83.1	65.4	888.2	820.1
Southern Outdoors (8X)	38.8	41.5	322.7	356.0
Sport	45.8	52.5	483.5	509.5
Sports Afield	95.2	102.2	953.4	976.4
Tennis	37.1	62.3	906.9	964.5
Western Outdoors (10X)	32.6	43.4	425.1	425.9
Total Group	**2,010.6**	**2,174.4**	**18,190.7**	**19,343.9**
% change		**-7.5%**		**-6.0%**

— Photography —

American Photographer	54.2	50.5	462.9	457.4
Petersen's Photographic	34.9	43.0	319.5	371.3
Popular Photography	82.2	100.0	943.4	1,015.3
Total Group	**171.3**	**193.5**	**1,725.8**	**1,844.0**
% change		**-11.5%**		**-6.4%**

— Religious —

BBI Jewish Monthly (10X)	22.2	29.8	200.1	236.3
Christian Herald (11X)	31.3	46.0	318.5	331.6
Christian Life	24.2	39.7	271.7	320.5
Christianity Today (18X)	90.0	94.2	673.3	734.2
Inside (4X)	—	—	251.6	249.8
Moody Monthly (11X)	64.4	53.8	542.0	549.3
Today's Christian Woman	52.2	65.8	267.4	237.8
Total Group	**284.3**	**329.3**	**2,524.6**	**2,629.5**
% change		**-13.7%**		**-4.0%**

— Science/electronic/mechanic —

Compute	60.4	86.4	529.5	853.2
Creative Computing	44.8	150.1	651.3	1,318.4
Discover	55.3	45.3	383.3	393.2
Family Computing	54.6	74.1	421.0	602.2
Omni	61.5	79.6	651.6	720.4
Personal Computing	—	—	—	—
Popular Mechanics	102.2	120.1	1,061.7	1,096.8
Popular Science	76.9	84.2	722.6	899.0
Science Digest	29.5	45.0	244.0	323.4
Science 85 (10X)	44.5	81.5	277.4	353.0
Scientific American	80.5	103.1	522.4	769.1
Spectrum	127.1	113.5	1,159.0	1,112.3
Total Group	**734.3**	**982.9**	**6,623.8**	**8,441.0**
% change		**-25.3%**		**-21.5%**

— Woman/fashion/service —

Bride's Magazine (6X) A	—	—	—	—
Cosmopolitan A	306.4	229.2	2,271.5	2,328.7
Essence	82.0	86.3	803.7	931.4
Family Circle (17X) A	140.0	163.3	1,611.1	1,641.6
Family Magazine	36.5	41.5	439.6	397.7
Glamour	188.6	193.4	1,980.2	2,009.1
Good Housekeeping A	203.8	228.7	1,806.4	1,824.4
Harper's Bazaar	155.8	178.3	1,632.2	1,678.3
Ladies' Home Journal	143.1	136.6	1,235.1	1,148.9
Mademoiselle	138.0	137.4	1,400.1	1,565.8
McCall's	124.6	137.8	1,034.7	1,064.8
Military Lifestyle (10X)	32.2	42.0	330.1	408.8
Modern Bride (6X)	163.3	209.0	1,665.9	1,604.9
Ms	45.2	72.3	518.6	588.2
New Woman	70.1	52.3	610.6	521.4
Parents Magazine A	141.4	122.7	1,016.9	882.4
Playgirl	33.8	29.6	379.6	367.4
Redbook	111.7	129.6	1,037.6	1,073.0
Self	130.6	95.3	1,101.8	1,087.0
Seventeen	103.4	105.2	1,360.6	1,408.4
Shape	—	—	—	—
Soap Opera Digest (26X)	25.1	30.3	301.6	310.6
Teen Magazine	38.9	36.2	547.0	587.1
True Story A	68.6	43.5	558.8	621.5
Vogue	303.1	326.3	3,019.1	3,223.4
W Magazine	181.5	156.0	1,287.4	1,273.8
Weight Watchers	—	—	—	—
Woman's Day (16X) A	116.6	135.5	1,225.0	1,371.8
The Workbasket (10X)	44.2	41.2	385.6	385.2
Working Mother	98.0	107.9	847.7	823.6
Working Woman	140.7	144.2	1,144.3	1,187.3
Total Group	**3,367.2**	**3,411.6**	**31,552.8**	**32,316.5**
% change		**-1.2%**		**-2.5%**

— Youth —

Boys' Life	17.7	15.8	199.1	177.9
Campus Life (10X)	44.6	55.1	474.7	452.4
Total Group	**62.3**	**70.9**	**673.8**	**630.3**
% change		**-12.1%**		**+6.9%**

October

	Current month 1985	1984	Year-to-date 1985	1984

— Business —

Arizona Bus. Gazette (52X)	36.3	23.2	287.7	253.4
Atlanta Bus. Chronicle (52X)	85.8	58.5	559.3	476.6
Austin Bus. Journal (52X)	63.8	49.8	586.1	450.5
Baltimore Business Journal (4X)	76.0	103.0	670.0	634.0
Barron's (52X)	200.1	273.1	1,876.4	1,936.9
Boston Business Journal (52X)	160.0	129.0	1,423.8	941.8
Business Atlanta	83.7	75.6	681.2	584.3
Business First of Buffalo	67.2	20.8	609.5	20.8
Business First of Columbus	82.5	—	662.8	—
Business North Carolina	55.6	36.4	—	—
Business Week (52X) A	384.2	599.6	3,422.5	4,032.9
California Business	—	—	—	—
Capitol District Business Review (25X)	21.5	63.3	402.4	473.3
Cincinnati Business Carrier	79.6	63.3	656.4	236.8
Corporate Report/Kansas City	48.5	60.7	456.9	607.0
Corporate Report/Minnesota	118.0	119.4	937.6	871.2
Crain's Chicago Bus. (52X)	194.8	187.0	1,587.7	1,342.0
Crain's Cleveland Bus. (52X)	80.3	85.4	756.0	666.6
Dallas/Ft. Worth Bus. (52X)	—	—	—	—
Dun's Business Month	102.0	121.0	509.0	680.0
Financial World (24X)	58.1	48.4	427.5	310.7
Florida Trend (13X)	121.3	104.5	929.7	862.2
Forbes (26X)	506.1	489.1	2,941.3	2,959.4
Fortune (26X) A	402.8	477.3	2,712.7	2,824.2
Frequent Flyer	63.0	70.9	630.6	572.7
Futures (13X)	46.5	61.5	548.0	564.0
Georgia Trend	46.0	—	106.1	—
Hawaii Business	50.8	50.4	495.8	504.5
High Technology	22.3	59.5	296.1	339.8
Houston Bus. Journal (52X)	111.0	139.4	1,337.6	1,571.1
Inc. Magazine A	103.1	131.4	908.0	1,192.5
Income Opportunities	53.3	48.3	429.5	420.0
Industry Week (25X) A	106.7	158.8	902.8	1,110.6
Indianapolis Bus. Journal (52X)	132.0	121.4	1,237.8	993.2
Kansas City Business Journal	143.7	168.2	1,483.2	1,323.0
Milwaukee Business Journal	98.4	140.4	995.7	845.1
Minnesota Business Journal	55.0	48.3	491.8	498.0
Nation's Business A	35.3	42.6	328.8	335.1
New England Business (20X)	119.5	89.8	930.7	719.9
Pacific Business News (52X)	124.4	110.2	1,119.4	1,013.0
Philadelphia Bus. Journal (52X)	—	—	—	—
Pittsburgh Business Times (52X)	86.3	64.7	793.6	545.8
San Jose Business Journal	—	—	—	—
Savvy	39.3	46.2	320.8	397.4
St. Louis Business Journal (52X)	135.9	170.0	1,439.3	1,371.1
South Florida Business Journal	94.3	106.5	907.2	674.5
Texas Business	—	—	—	—
Venture	88.4	105.5	713.3	837.8
Total Group	**4,783.4**	**5,122.4**	**39,512.6**	**36,993.7**
% change		**-6.6%**		**+6.8%**

— Newspaper Sunday magazines —

Arizona Republic	—	—	—	—
Boston Globe	253.0	230.5	1,975.2	1,853.0
California Living	—	—	—	—
Chicago Tribune	186.0	75.9	1,187.2	720.6
Cleveland Plain Dealer	62.7	61.4	479.2	578.6
Columbus Dispatch	—	—	—	—
Denver Post	—	—	—	—
Detroit News	152.0	128.0	1,296.0	1,334.0
Image	132.5	58.3	837.5	550.0
L.A. Times Home Magazine	181.0	79.0	728.5	882.3
Louisville Courier-Journal	—	—	—	—
Miami Herald	64.7	45.0	425.3	507.0
New York News	—	—	—	—
New York Times Magazine	458.1	475.4	3,527.7	3,741.5
Philadelphia Inquirer	6.4	56.4	430.4	584.0
Toledo Blade Magazine	52.0	43.3	429.3	504.7
Washington Post	123.4	125.7	1,140.5	1,100.4
Total Group	**1,671.8**	**1,378.9**	**12,456.8**	**12,356.1**
% change		**+21.2%**		**+0.8%**

— Weeklies/bi-weeklies —

The Advocate (26X)	194.8	157.5	1,060.4	1,054.8
Army Times Military Group				
Air Force Times (52X)	174.3	201.0	1,583.1	1,515.6
Army Times (52X)	177.0	200.5	1,551.4	1,451.6
Navy Times (52X)	182.7	186.6	1,675.1	1,620.6
The Times Magazine	2.3	7.5	102.4	156.7
The Blood-Horse (52X)	496.1	507.8	4,186.6	4,308.6
Capper's Weekly (26X)	26.7	24.6	267.0	261.0
Commonweal (22X)	10.9	8.4	64.3	62.0
Golf World (43X)	—	—	—	—
Grit (52X) A	25.0	18.8	201.3	229.0
National Journal (50X)	44.0	24.0	466.0	230.0
National Review (25X)	25.2	31.6	232.8	265.9
New Republic (48X)	55.8	50.8	318.7	314.4
New York Magazine (50X)	311.0	280.5	2,395.1	2,257.1
New Yorker (52X)	—	—	—	—
Newsweek (52X) A	293.4	375.5	2,158.0	2,329.4
People (52X)	348.8	389.0	2,928.9	3,120.5
Rolling Stone (25X)	108.9	85.6	898.5	851.4
Sporting News (52X)	58.1	112.3	497.4	488.4
Sports Illustrated (52X) A	278.7	343.0	2,246.0	2,513.0
Time (52X) A	271.8	346.4	2,099.4	2,228.2
Travelhost C	3,305.0	3,297.0	32,107.5	32,242.0
TV Guide (52X) A	345.7	376.0	2,974.7	3,072.9
Us Magazine (26X)	66.8	31.0	352.5	368.7
U.S. News & World Report (52X) A	154.0	213.9	1,357.7	1,388.8
Total Group	**6,957.0**	**7,269.3**	**61,724.8**	**62,330.6**
% change		**-4.3%**		**-1.0%**

— Foreign —

Business Week Int'l (52X)	191.1	215.8	1,264.3	1,383.5
Cosmopolitan en Espanol:				
Central America	3.3	1.0	13.8	8.0
Colombia	19.7	14.2	139.7	102.7
Ecuador	1.0	1.0	4.0	4.0
Mexico	66.3	88.7	440.5	460.8
Peru	2.0	4.0	25.0	27.0
Puerto Rico	27.7	15.0	208.5	269.7
U.S. (Spanish language)	28.8	19.0	179.3	189.0
Venezuela	35.3	30.5	229.7	172.5
Cosmopolitan Foreign Editions:				
Australia	109.5	100.0	660.0	602.6
Brazil	98.2	49.0	529.9	375.0
France	141.3	166.3	961.3	1,248.5
Germany	144.8	128.3	962.3	883.2
Great Britain	165.0	168.0	1,158.0	1,133.4
Greece	44.0	50.0	519.4	487.0
Holland	98.0	93.0	644.3	507.0
Italy	52.8	87.7	468.4	519.3
Japan	53.3	47.0	349.9	313.7
Good Housekeeping Foreign Editions:				
Australia	38.0	37.2	543.2	329.5
Great Britain	182.2	205.0	1,265.3	1,249.2
Japan	60.9	66.8	420.9	701.9
Geomundo:				
Central America	10.0	9.5	50.5	60.3
Chile	9.0	9.5	52.5	57.3
Colombia	18.0	14.0	94.5	92.5
Ecuador	6.0	7.0	40.0	40.0
Mexico	12.5	15.5	83.0	81.8
Peru	7.0	9.5	48.5	56.3
Puerto Rico	5.0	4.5	29.0	28.3
Venezuela	9.0	11.5	86.0	103.8
Hombre De Mundo:				
Central America	7.0	7.0	38.5	63.0
Chile	7.0	6.0	45.5	61.0
Colombia	17.3	15.0	87.5	101.0
Ecuador	6.0	4.0	40.0	44.0
Mexico	19.5	26.0	115.5	144.2
Peru	5.0	5.0	31.5	58.0
Puerto Rico	9.0	10.0	65.0	86.0
Venezuela	26.0	19.5	203.0	178.0
Ideas Para Su Hogar:				
Central America	—	—	—	1.5
Chile	—	—	—	1.0
Colombia	18.5	25.5	151.7	191.5
Ecuador	11.0	7.0	53.0	52.5
Mexico	19.2	19.3	100.5	91.5
Peru	1.5	4.0	21.5	57.0
Puerto Rico	—	—	10.5	5.0
Venezuela	19.2	31.0	163.3	171.0
International Communications:				
African Business	38.3	33.7	179.5	280.2
The Middle East	15.8	13.8	156.1	177.6
New African	28.4	24.7	169.6	173.9
International Management:				
Europe	82.0	59.3	503.2	394.7
Middle East	20.5	28.5	161.0	154.8
Pacific	30.2	23.8	158.0	132.7
Johnston International:				
Alam Attijarat	54.5	77.0	455.7	559.1
Modern Africa (6X)	14.8	36.3	63.4	117.1
Modern Asia (11X)	38.3	33.3	296.7	285.9
Mecanica Popular:				
Argentina	—	6.8	16.3	54.7
Central America	10.5	14.5	93.3	127.7
Chile	2.3	8.2	31.5	63.3
Colombia	19.7	23.3	140.3	146.8
Mexico	18.0	21.7	145.7	134.3
Peru	10.7	16.3	110.2	155.3
Puerto Rico	10.0	14.5	89.3	140.8
Venezuela	12.0	20.2	127.5	165.2
Newsweek International A:				
Atlantic (52X)	—	—	—	—
Latin America (52X)	—	—	—	—
Pacific (52X)	—	—	—	—
Progreso (9X)	10.8	11.5	97.0	55.9
Reader's Digest:				
Arabic	9.0	9.5	87.5	88.5
Asian	310.0	293.0	2,089.0	1,846.0
Australian	68.3	65.5	554.0	723.3
Belgian-Flemish	113.5	109.5	761.5	781.5
Belgian-French	53.0	81.0	481.0	512.0
British	64.3	94.4	451.3	536.8
Chinese	147.0	157.0	1,205.5	1,001.2
Danish	38.5	47.0	315.5	317.8
Dutch	73.8	66.5	432.3	385.8
Finnish	44.3	84.0	432.7	423.5
French	43.1	64.3	416.7	460.0
German	91.3	89.9	624.1	659.8
Iberian	1.0	28.0	33.0	176.0
Indian-English	85.0	65.0	879.5	697.5
Indian-Hindi	12.0	12.0	108.5	57.5
Italian	37.0	31.0	319.0	325.0
Japanese	33.9	48.7	416.2	433.0
Korean	27.3	21.0	243.5	229.0
Latin American:				
Argentina	13.5	25.0	181.0	198.0
Brazil	6.0	5.5	44.0	28.0
Central American	10.5	13.5	84.5	97.0
Chile	12.0	7.5	106.5	104.5
Colombia	30.0	36.0	266.5	300.5
Ecuador	10.5	11.5	86.5	83.0
Mexico	61.5	64.1	473.3	472.1
Peru	12.5	13.5	97.0	93.5
Puerto Rico	7.0	4.0	49.0	53.5
U.P.B.	12.5	9.5	73.0	74.5
U.S. Spanish	12.5	18.5	96.0	102.0
Venezuela	14.5	14.0	104.0	112.0
New Zealand	55.5	89.3	531.0	843.6
Norwegian	16.0	34.8	183.4	322.7
Portugal	46.8	36.5	350.1	357.5
South African	100.0	140.0	898.0	943.8
Swedish	37.0	13.0	172.0	105.0
Swiss-French	46.2	39.0	250.1	255.6
Swiss-German	61.4	46.0	350.4	333.0
The Ring en Espanol:				
Columbia	—	1.0	—	4.0
Mexico	1.3	0.2	11.8	0.7
Puerto Rico	—	—	—	1.0
U.S.	3.0	4.5	45.7	41.8
Venezuela	1.0	2.0	10.0	14.0
Time International:				
Time-Asia	106.9	136.9	834.5	892.1
Time-Atlantic	167.0	199.4	1,020.5	1,053.1
Time-Canada	278.5	318.2	1,657.9	1,780.8
Time-Latin America	61.6	83.7	447.6	476.2
Vanidades Continental:				
Central America	16.8	10.8	82.0	55.3
Chile	4.3	3.3	30.3	21.3
Colombia	122.2	113.5	703.0	636.0
Ecuador	34.2	20.5	210.5	179.8
Mexico	130.0	163.7	768.8	858.3
Peru	30.2	31.3	164.3	209.0
Puerto Rico	45.5	40.8	346.7	356.2
U.S.	61.5	55.8	391.0	434.7
Venezuela	83.0	93.0	504.3	477.5
Visao (52X)	269.8	241.3	1,355.1	1,787.7
Vision/Latin America (26X) A	43.1	35.0	265.7	286.4
Total Group	**5,392.5**	**5,727.0**	**37,866.4**	**39,380.3**
% change		**-5.8%**		**-3.8%**

Coke

(Continued from Page 1)
tween the two sister shops, despite talk of "linkage."

"We are competing agencies. The only thing we have in common is a mutual client," said William Weithas, chairman of SSC&B:Lintas Worldwide.

Coca-Cola hints at an attempt to hang onto some sort of umbrella by stating that it also has assigned to McCann any institutional advertising that deals with the Coke-Cola megabrand—the language it uses to describe its multiple products bearing the Coke name.

Ad investment unclear

But with Classic now pitted against new Coke, and Tab again destined to meet rival Diet Coke head-on, just how much the company would be investing in umbrella advertising was unclear.

Mr. Dyson, in talking to financial analysts, termed the new approach "linkage." He said "co-portrayal permits us to present these two products as a team to differentiate their basic characteristics and exclude all others from the dialog. We will be considering that same umbrella approach together with separate and dedicated positions."

But this idea for two separate campaigns turned out to be a rehash of an earlier idea. An internal company memo that surfaced recently suggested that as early as last summer, before Classic went national, some executives feared that new Coke would not survive, especially if it lacked a separate identity (AA, Nov. 4).

If this change in strategy from the megabrand approach to two competing brands is a last-ditch effort to save a dying new Coke brand, as some suggest, the move already may be too late.

On learning of the moves, some bottlers questioned whether they could transfer ad dollars designated in their markets for new Coke to the better-selling Coke Classic. If such thinking spreads among bottlers, the future of new Coke's promotional support would be in doubt.

Everything that has occurred in the saga since the company made its shocking announcement in April that the old product would be replaced with a new and improved flavor has resulted in uncertainty.

Reeling from a public outcry approaching outrage against that move, Coca-Cola brought back the original flavor under the name Coca-Cola Classic six weeks later.

Confident that its research proved that it was simply a matter of time before the new flavor outsold the original, the company maintained initially that the new flavor would be the flagship brand and that Classic would be available but not supported with any significant marketing budget.

Thus there was no need for a new or different ad agency, Coca-Cola said.

Gave way to megabrand plan

That position quickly gave way to the megabrand approach and advertising showing Classic and new Coke alternately in the same tv commercials by McCann, the Coke agency since 1955.

Whether McCann came out a winner in retaining new Coke is a matter of debate even among those within Interpublic.

Some believe Classic will get up to 80% of the total budget for the two colas, which this year was about $100 million. Others say the split is more like 50-50.

Curvin O'Rielly, McCann executive creative director, said, "it doesn't make sense" not to spend behind new Coke, because the brand "needs help."

The assignment represents a big win for Interpublic Group of Cos. It reconfirms Coca-Cola's faith in that agency network and is considered a coup for Interpublic chairman Philip Geier, who earlier this year had to worry about the outcome of meetings of Coca-Cola marketing executives with other New York agencies.

The shift also includes the move of Ramblin' root beer from Kenyon & Eckhardt to Marschalk Co., eliminating K&E from the company's roster. Spending on Ramblin' last year was $100,000.

Marschalk also was assigned Fresca diet citrus, a $2.6 million brand, and Mello Yello low-carbonated drink, with spending less than $1 million. Those brands came from McDonald & Little, an Atlanta agency that parent Ted Bates Advertising closed down a week ago (AA, Nov. 11).

Both McCann and SSC&B were pleased with the outcome of the review—McCann because it got an emerging brand in Cherry Coke, even though it lost Classic—and SSC&B because it was assigned the biggest jewel in the crown, Classic.

"We're delirious," said McCann's Mr. O'Rielly. "But we expected to come out as winners."

SSC&B's Mr. Weithas commented, "We're absolutely delighted. Coca-Cola Classic is one of the great brands in the world. . .I feel very good about the confidence Coca-Cola has placed in us."

Although not happy about losing Cherry Coke, he said he is very proud of the agency's work: "It goes to McCann in great shape. I hope they can move it to even greater heights. The same thing is true with Tab. I'm very proud of that."

McCann is pinning its hopes on establishing the underdog as the Coke of the future, the "upstart brand, a fighter meeting competition head-on, seeking a new consumer."

If all goes as planned, Classic will appeal to an older consumer, those who drink the brand not only for the taste but for the nostalgia associated with it.

Mr. Dyson has positioned Classic as a brand that gains from the imagery that reflects strong choice and preference.

The brand, he added, "has caused a lot of people to step forward and say 'This is my soft drink.' The number of people who are exclusive or dominant consumers of our product has increased considerably. The basic positioning of [new] Coke is to go after all other cola consumers. The source of business is obviously our competitors and new consumers."

But bottlers are not yet convinced. An advertising executive at one major Coca-Cola bottler said the move opens the door to several opportunities. He and other bottlers are awaiting word on exactly how the co-op advertising programs will work.

Presumably, there will be two different programs because the products will be positioned separately by their separate agencies. If, as the bottlers hope, dollars designated for new Coke can be transferred to Classic, many bottlers would opt for that, thereby reducing new Coke's promotional underpinnings.

Looking to the not-too-distant future, the bottler ad executive said he could foresee a time when bottlers would ask Atlanta to eliminate their markets from any market buys for new Coke.

Continues to struggle

New Coke continues to struggle in the marketplace as Classic outsells it nationally 3 to 1. But the company points out that its total share of the sugar cola market now is greater with the two brands than it was before new Coke arrived.

Mr. O'Rielly said his agency plans to do some consumer research before selecting an approach. "We've got a number of campaigns, any of which could do the job," he said. "That was very easy for us."

Both of these efforts are expected to be ready to air soon after the first of the year.

As for Tab, it represents another about-face as the company returns the diet cola to McCann after a 17-month stay at SSC&B. When the soft drink was moved to SSC&B, the Diet Coke shop, the company said it had to parallel an internal organizational move concerning its growing sugar-free category.#

Agency financial results

The third quarter was a poor one as far as net income was concerned. With the exception of Interpublic and Ogilvy, all of the public agencies were down in earnings. NM means not meaningful. Source: *Advertising Age*.

Agency	Income ($000) 1984	1985	(%)	Revenues ($000) 1984	1985	(%)
Third quarter						
Ally	430	279	−35.1	6,007	5,216	−13.2
BBDO	3,913	464	−88	72,336	76,505	+6
DDB	(651)	(671)	NM	46,438	49,429	+6
FCB	4,794	1,861	−61.2	69,514	65,539	−5.7
Grey	2,010	1,835	−8.7	49,767	53,393	+7.3
Interpublic	3,182	3,337	+4.9	144,962	156,247	+7.8
Mickelberry	528	(59)	NM	31,692	30,263	−4.5
Ogilvy	4,606	4,932	+7.1	99,860	115,187	+15.3
JWT	4,763	4,366	−8.3	126,829	137,710	+8.6
Nine months						
Ally	250	1,282	+412.8	16,028	18,661	+16.4
BBDO	15,158	10,632	−30	223,096	236,025	+6
DDB	4,731	3,758	−21	151,743	156,307	+3
FCB	11,336	9,158	−19.2	200,486	204,187	+1.8
Grey	7,183	7,358	+2.4	145,656	160,992	+10.5
Interpublic	22,749	22,374	−1.6	460,884	485,064	+5.2
Mickelberry	1,789	839	−53.1	89,690	99,981	+11.5
Ogilvy	14,109	15,968	+13.2	301,038	340,302	+13
JWT	14,695	10,337	−29.7	375,677	405,225	+7.9

Agencies

(Continued from Page 2)
Co., New York. "But the top-line growth was not so bad, given the difficulty of surpassing last year's Olympics spending."

Net-income declines generally indicate that agencies set expenses for a level of revenue growth that didn't materialize, Mr. Crane added.

Foote, Cone & Belding, Chicago, predicts its "full-year 1985 U.S. revenues will climb no more than 4% to 5%, rather than the 8%-to-10% increase we had expected earlier," said president Norman Brown.

He also announced the agency was introducing a new budgetary system to improve its reaction time to revenue declines.

"Widespread decreases or postponements of client spending this year made it evident that our former budget system did not give us adequate warning to permit timely adjustment of our cost structure in all instances," he said.

FCB, which suffered the results of an "accelerated" slowdown in client ad spending in the third quarter, was one of the agencies doing most poorly; net income dropped 61.2%.

One explanation was the completion of the consolidation of its 1984 acquisition of the NCK Organization.

"We've now solved every problem we know of," said Mr. Brown, who added the agency had "set a goal of not rolling over any problems into 1986."

Looking back over the last 18 months and the "immense task" of consolidating the two agencies in 14 European countries, merging some and closing other offices, Mr. Brown said it had taken "twice the time and twice the money" that he planned but that he hoped "all of that is cleaned up and behind us."

The other big losers included New York-based Doyle Dane Bernbach Group, Mickelberry Corp., Ally & Gargano and BBDO International.

DDB, which lost $651,000 in the third quarter of 1984, lost $671,000 this year.

Mickelberry, which earned $528,000 in the third quarter of 1984, fell $59,000 into the red with this year's third quarter, reflecting, said chairman James Marlas, "a decline in the operating contribution from the advertising segment of our business, which has been restructuring after the loss of some clients."

Ally was down 35.1% in net income, reflecting primarily the departure of Travelers Insurance, which spent heavily in last year's third quarter. The agency's fiscal year begins July 1, though figures in the chart were adjusted to allow a nine-month comparison for this year.

BBDO explained its 88% decline in earnings by noting "the loss from the transfer of ownership of the South African operation to local management," a development that the agency had announced this past summer.

JWT Group, New York, reported record third-quarter revenues, up 8.6% from last year's comparable period, but an 8.3% decline in net income.

Although J. Walter Thompson Co. and Hill & Knowlton turned in "excellent profit performances," said chairman Don Johnston, the decreases stemmed over-all from increased investment spending in new-business development, expansion into new markets and worldwide tax planning, as well as specifically "lower contributions from Thompson Recruitment Advertising and Lord, Geller, Federico, Einstein."#

FCC giving a break to CapCities, Murdoch

By STEVEN W. COLFORD

WASHINGTON—In approving $5.5 billion worth of media acquisitions in less than two hours, the Federal Communications Commission last week did more than make Rupert Murdoch happy.

The commission also unanimously waived long-standing rules on cross-ownership and multiple ownership.

FCC's approval of Capital Cities Communications' $3.5 billion purchase of American Broadcasting Cos. meant abandoning its rule against common ownership of broadcast stations in overlapping markets.

As a result, CapCities gets to keep both WABC-TV, New York, and WPVI-TV, Philadelphia, while agreeing to put studio facilities in two nearby cities, Trenton, N.J., and Wilmington, Del., which is in a state with no commercial vhf station, and news bureaus in Atlantic City and Harrisburg, Pa.

For Mr. Murdoch's $2 billion buy of six Metromedia radio and tv stations, the FCC granted his News America company two years, six months longer than normal, in which to dispose of the money-losing *New York Post* and the marginally profitable *Chicago Sun-Times*.

Mr. Murdoch has indicated an interest in trying to retain both the papers and the tv stations permanently, according to the waiver denial petition filed by the Media Access Project, a coalition of consumer and interest groups.

Asked after the FCC decision whether Mr. Murdoch might use the two-year breather to try to retain the newspapers, his spokesman, Howard Rubenstein, said, "Mr. Murdoch hasn't discussed that."#

Saatchi to buy U.K. agency

By LAUREL WENTZ

LONDON—Saatchi & Saatchi is expected to announce today the purchase of Grandfield Rork Collins, a local shop that until recently was allied with Ally & Gargano, New York, to serve the Federal Express account internationally.

In addition to acquiring a $98 million agency group—Saatchi's largest U.K. ad agency buy since purchasing Dorland Advertising four years ago—the deal will give Saatchi access to the lucrative U.K. public relations market for the first time through two GRC-owned pr shops. The lack of a U.K. pr operation has been a gap in Saatchi's worldwide empire.

Granard Communications, ranked 16th in size among U.K. pr agencies, had fee income of $2.1 million for the fiscal year ending in September, 1984. GRC Financial, which specializes in financial services, is No. 28 and reported fee income of $1 million for the year ending June 30.

Saatchi also is negotiating to buy Kingsway PR, ranked ninth in the U.K. with fee income of $2 million for fiscal 1984. Sources here say Saatchi might announce the acquisition of Kingsway at the same time or shortly after an announcement about GRC is made.

If both GRC and Kingsway are acquired, Saatchi will become one of the leading pr forces in the U.K. overnight. The Saatchi group already is the 10th-largest pr group in the U.S., following the acquisition of New York-based Rowland Co. in February.#